

To: Smith, Roxanne[Smith.Roxanne@epa.gov]
From: Orquina, Jessica
Sent: Tue 8/11/2015 8:49:49 PM
Subject: Re: Daily Report: Scheduled Social Media - August 12

Already got it. Thanks!

Jess

Jessica Ann Orquina
EPA Social Media Lead
Office of Web Communications
U.S. Environmental Protection Agency
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On Aug 11, 2015, at 4:45 PM, Smith, Roxanne <Smith.Roxanne@epa.gov> wrote:

Typo. It's gold king not kind.

Sent from my iPhone

On Aug 11, 2015, at 4:39 PM, Orquina, Jessica <Orquina.Jessica@epa.gov> wrote:

These posts are scheduled for tomorrow:

9:50 AM	We're working with local & state officials to protect your health in the wake of the #AnimasRiver spill. www.epa.gov/goldkingmine	Twitter
9:50 AM	We're working to analyze any effects the spill at the Gold Kind Mine in Colorado may have on drinking water and your health. #AnimasRiver	Facebook

We will be posting these messages live tomorrow.

GRAPHIC POST:

GRAPHIC COPY: "We're the first generation to feel the impact of climate change, and we're the last generation that can do something about it." –President Obama,

August 3, 2015 [[position quote over pic of the President:

<https://www.facebook.com/WhiteHouse/photos/a.158628314237.115142.63811549237/101536682158942>

FACEBOOK: The Clean Power Plan is our country's first big step to act on climate.

INSTAGRAM: The #CleanPowerPlan is our country's first big step to #ActOnClimate.

PINTEREST: The #CleanPowerPlan is our country's first big step to #ActOnClimate.

TWITTER: The #CleanPowerPlan is our country's first big step to #ActOnClimate.
[[INCLUDE GRAPHIC IN POST]]

<image003.jpg>

PHOTO POST:

FACEBOOK: "I am passionate about fighting climate change because my generation will ultimately see the greatest impacts of climatic disruption. With increased asthma rates from poor air quality, the loss of land from rising sea levels, and the destruction of our homes from more frequent tropical storms, young people are learning to adapt in increasingly uncertain times. These changes serve as an opportunity to develop a more sustainable and just economy and environment. In working toward these goals and in seeing the effects of climate change already taking place, I have been moved to take action. Recognizing these ideas has inspired me to step up and join the fight for our future." - Gina Fiorile, Student at University of Vermont & White House Champion of Change: Climate Education & Literacy

INSTAGRAM: "I am passionate about fighting climate change because my generation will ultimately see the greatest impacts of climatic disruption. With increased asthma rates from poor air quality, the loss of land from rising sea levels, and the destruction of our homes from more frequent tropical storms, young people are learning to adapt in increasingly uncertain times. These changes serve as an opportunity to develop a more sustainable and just economy and environment. In working toward these goals and in seeing the effects of climate change already taking place, I have been moved to take action. Recognizing these ideas has inspired me to step up and join the fight for our future." - Gina Fiorile, Student at University of Vermont & White House Champion of Change: Climate Education & Literacy #CleanPowerPlan #ActOnClimate

PINTEREST: "My generation will ultimately see the greatest impacts of climatic disruption. With increased asthma rates from poor air quality, the loss of land from rising sea levels, and the destruction of our homes from more frequent tropical storms, young people are learning to adapt in increasingly uncertain times. These changes serve as an opportunity to develop a more sustainable and just economy and environment." - Gina Fiorile, Student at U. of Vermont & White House Champion of Change #ActOnClimate

TWITTER: "My generation will ultimately see the greatest impacts of climatic disruption." #ActOnClimate [\[\[INSTAGRAM LINK\]\]](#) [\[\[POST W/PHOTO\]\]](#)

VIDEO POST:

@GINAEPA VINE: #CleanPowerPlan means cleaner air & 90,000 less #asthma attacks for kids/yr starting in 2030. @EPA TO REVINE.

@GINAEPA TWEET: #CleanPowerPlan means cleaner air & 90,000 less #asthma attacks for kids/yr starting in 2030. @EPA TO RETWEET.

@GINAEPA FACEBOOK: The Clean Power Plan means cleaner air for everyone, and 90,000 less asthma attacks for kids every year starting in 2030. @EPA TO SHARE POST.

INSTAGRAM: "The #CleanPowerPlan means cleaner air for everyone, and 90,000 less asthma attacks for kids every year starting in 2030." - Administrator Gina McCarthy #ActOnClimate

PINTEREST: "The #CleanPowerPlan means cleaner air for everyone, and 90,000 less asthma attacks for kids every year starting in 2030." - Administrator Gina McCarthy #ActOnClimate

TWEETS:

Number of states already participating in market-based carbon pollution trading programs: 10. #CleanPowerPlan is the next step.

Number of states that already have goals or standards to increase energy efficiency: 25. States are ready for #CleanPowerPlan.

Carbon pollution cuts from #CleanPowerPlan = the annual emissions from powering

95% of the homes in America for 1 year.

Besides CO2 pollution, #CleanPowerPlan also cuts sulfur dioxide, a major air pollutant that causes lung disease & contributes to acid rain.

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